

# ***Tourism in Alberta South***

## **A Summary Of Visitor Numbers, Revenue & Characteristics -- 2004**

Based on the 2004 Canadian & International Travel Surveys (Statistics Canada)

Policy & Economic Analysis  
Alberta Economic Development

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## TOURISM IN ALBERTA SOUTH

### A Summary Of Visitor Numbers, Revenue & Characteristics -- 2004

#### Introduction

Whether to see their friends and relatives, for business or for pleasure, 2.5 million person visits were made to destinations within Alberta South by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$330 million in consumer spending in the region during 2004.

To better understand the size, characteristics and spending activity of visitors to Alberta, Research Resolutions and Consulting was commissioned to prepare a special analysis of the 2004 Canadian and International Travel Surveys conducted by Statistics Canada. These consumer surveys measure travel in Alberta by Canadians for trips of at least 80 kilometres one way from home, and trips to the province made by American and overseas visitors to Canada. Almost all same-day and overnight trips by Albertans and other Canadians are included, but only overnight trips by American and overseas visitors.<sup>1</sup>

This report highlights travel in the Alberta South Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.<sup>2</sup>

#### Alberta South: 2004 Overview

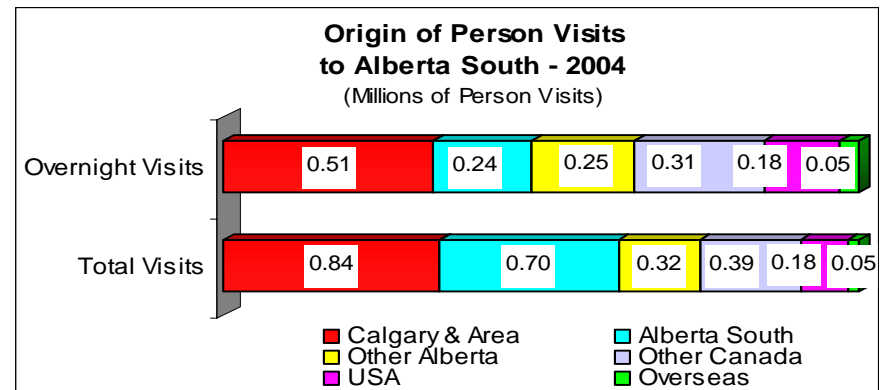
- Alberta South received 14% of total person visits to Alberta.
- Almost one-fifth (18%) of American person visits and 14% by Alberta residents were to locations in Alberta South compared to seven per cent for overseas residents.
- The region was responsible for over 7% of Alberta's total tourism revenues.

Comparison of Tourism Numbers - 2004			
(millions)	Alberta South	Total Alberta	South % of Alberta
Number of Visitors			
Overnight Person Visits	1.54	11.13	13.8
Total Person Visits	2.49	18.33	13.6
Origin of Visitors			
Alberta	1.86	13.32	14.0
Other Canada	0.39	3.22	12.1
United States	0.18	1.03	17.5
Overseas	0.05	0.77	6.5
Revenues	\$330	\$4,506	7.3

Note: The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region while in Alberta

#### Who Travels in Alberta South?

**All trips, all purposes:** The majority (91%) of the 2,485,000 person visits in Alberta South were by Canadians. Seventy-five per cent of all person trips were by Albertans, nine per cent by Saskatchewan residents, and five per cent by visitors from BC. American visitors accounted for seven per cent of person visits to the region, and overseas visitors two per cent.



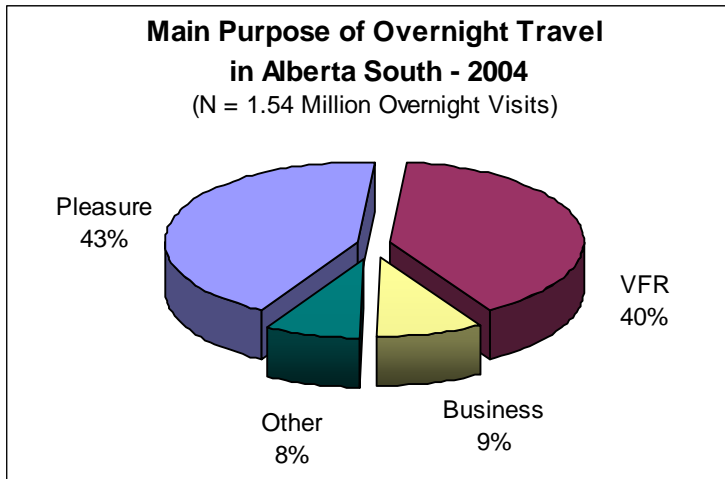
Almost two-thirds (62%) of all person trips in this region were either by residents of Calgary & Area (34%) or residents of Alberta South (28%).

**Overnight visits:** Overnight visits to Alberta South totalled over 1.5 million person visits, accounting for 62% of all visits to the region. The majority of these trips (65%) were by Albertans. Saskatchewan visitors accounted for 10% and BC visitors accounted for seven per cent of overnight visits. American visitors made up 12% (Montana almost three per cent\*) and overseas visitors three per cent.

Overnight visits by Albertans were primarily by residents of Calgary & Area (33% of all overnight person visits), Alberta South (16%) and Edmonton & Area (eight per cent).

**Main Purpose of Overnight Travel**

The two most often reported purposes for a trip with an overnight visit in Alberta South were pleasure trips (43%) and trips to visit friends/relatives (VFR) (40%). Business travel was a distant third at nine per cent.

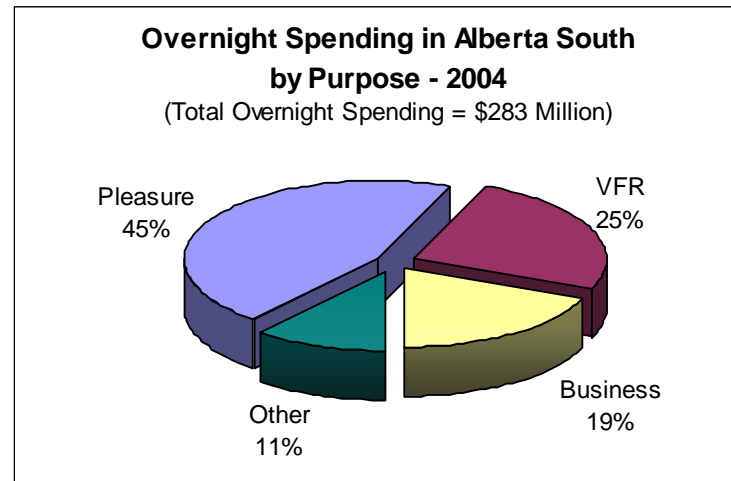


**Spending in Alberta South**

**All purposes, all spending:** As reported in the provincial summary, tourism spending in Alberta in 2004 totalled \$4.96 billion. Of this, \$4.51 billion was spent by visitors who made same-day or overnight visits to locations in the province. The remaining \$452 million was spent by Albertans in Alberta to purchase fares and other incidentals for trips to other parts of Canada<sup>3</sup>. It is not possible to allocate the \$452 million to any of the province's Tourism Destination Regions.

Total spending in Alberta by all travellers in 2004 was \$4.51 billion. Of this amount, \$330 million was spent in Alberta South. Canadians spent \$269 million (82%) in the region, while American visitors spent \$43 million (13%) and overseas visitors \$18 million (five per cent).

Pleasure trips accounted for 45% of all overnight trip expenditures in the region, followed by trips to visit friends and relatives (25%) and business travel (19%).



**Length of stay in region:** Same-day trips to Alberta South accounted for 14% of all money spent in the region (\$47 million). Spending by visitors staying one or more nights totalled \$283 million or 86% of all money spent in the region.

**When spending took place:** The largest proportion of all visitor expenditures in the region (37%) were spent in the third quarter (July to September). Just over one-quarter (26%) of expenditures in Alberta South were made between October and December. The second quarter accounted for an additional 19%. The remaining 18% of spending took place in the first quarter (January to March).

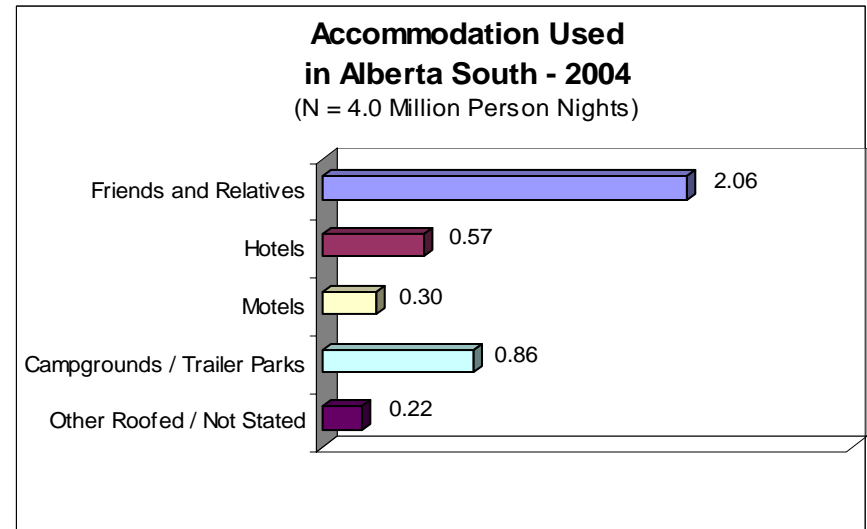
**Overnight spending:** Of the \$283 million spent in the region by overnight visitors, \$75 million (27%) was spent on food and beverage, and \$67 million (24%) was spent on retail purchases. Visitors spent 21% (\$60 million) on accommodation in the region, 21% (\$60 million) on vehicle operations/car rental and seven per cent (\$19 million) on recreation/entertainment. The remaining one per cent\* (\$2 million) was spent on public/local transport.

**Accommodation Used in the Region**

In 2004, overnight visitors to Alberta spent a total of 41.0 million person nights in the province. Of these, 10% (4.0 million person nights) were spent in Alberta South. Visitors stayed with friends and relatives for 52% of the person nights spent in the region. Camping was also popular, with 21% of person nights in the region spent in campgrounds/trailer parks. Fourteen per cent of person nights were spent in hotels and eight per cent in motels.

Of the nights spent in the region, Canadians spent 82%, US visitors 11% and overseas visitors seven per cent.

The average length of stay in the region by overnight visitors was 2.6 nights.



**Activities on Overnight Trips**

Overnight visitors to Alberta South participated in the following activities while travelling in Canada: visiting friends and relatives, attend cultural events, attend sports events, shop, sightseeing, take in nightlife/entertainment, visits to parks/historic sites and participation in outdoor sports/ activities.

**Seasonality**

When do people visit Alberta South? The largest proportion of all overnight person visits (42%) took place between July and September, and 23% between October and December. Almost one-fifth (19%) of the overnight trips took place in the second quarter (April to June) and the remaining 16% took place between January and March.

## Notes

\* Interpret with caution due to small sample size.

<sup>1</sup> The Canadian Travel Survey (CTS) is a monthly telephone survey among Canadians 15 years of age or over. The study captures travel in the previous month by the respondent for all trips 80 km or more one way from home, for purposes other than commuting to work or school, crews, and moving to a new residence.

The International Travel Survey is a self-completion survey, distributed at ports of entry for completion by USA and overseas visitors to Canada at the end of their trip. The survey excludes border workers, visitors travelling on military or diplomatic orders, and students. Questionnaire data are projected to Canada Customs information on total entries to Canada. For more details of the survey designs, please contact Statistics Canada.

The information provided in this report is based on special tabulations of Statistics Canada data, using data management principles developed by Research Resolutions & Consulting Ltd. in conjunction with provincial partners (Alberta Economic Development, Tourism Saskatchewan, Ontario Ministry of Tourism, Manitoba Cultural, Heritage and Tourism, and Tourism and Culture, Government of Yukon).

<sup>2</sup> Sid Nieuwenhuis, Alberta Economic Development, Phone: 780 422-1058;  
Fax: 780 422-0061; Email: [sid.nieuwenhuis@gov.ab.ca](mailto:sid.nieuwenhuis@gov.ab.ca)

<sup>3</sup> Total spending on tourism goods and services in Alberta in 2004 includes money spent in Alberta locations by people who visited these locations (\$4.51 billion) and fares paid and some other incidental expenditure items by Alberta residents in Alberta to leave the province (\$452 million). According to the International Monetary Fund rules, air carrier fares for non-domestic visitors who use a domestic carrier are allocated to the country of the airline's head office. Thus an additional \$26.4 million for Americans and \$275.8 million for overseas visitors who used domestic air carriers to travel to Canada are allocated in Alberta. These domestic carrier fares for non-residents are not included in the \$4.51 billion in total tourism spending in the province (see Table 81-1 of detailed USA and overseas tabulations).